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WHAT'S INSIDE

Farm structures discussions beginning to pick up steam...score on those publications...reports and newsletters...more people news and job opportunities...and the usual odds and ends. You'll find these and maybe more items in this issue.

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STRUCTURES FOREVER

USDA's historian, Wayne Rasmussen, has had a busy 2 weeks. A week ago, he presented a chronological view of farm structures to agency administrators and others. This week USDA information officers discussed the problem at the joint ACE-GPA workshop held at the 4-H Center.

Reserve

Wayne's capsulized version of significant dates takes about an hour for him to present...covers more than 200 years of history. He starts with problems of farm structure, notably the continued British ownership and rent collections on American farmland and restrictions on moving West (which, he says, contributed to the American Revolution), and ends with the Secretary's recent call for a national dialogue on farm structures.

Noting that there have been a number of studies on the issue before, Wayne suggests that today we need more than a mere looking at problems and providing a booklet of answers, more than economic analyses and models, more than a catalog of accomplishments. He urges that agriculture itself take on the job rather than encourage the appointment of a national commission...noting that none in the past has ever carried out a program.

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WHAT FARMERS NEED

Delmar Hatesohl, U. of Mo., invites "Inside..." readers to write for a copy of a report: "Large Commercial Family Farms Informational Needs and Sources," dated Sept. 1, 1978. Tom Brown spoke at the Missouri Ag Communications Conference recently on "Kind of Information Farmers Say They Need Most." Brown used the report as a basis for his talk since he also was chairman of the committee that prepared the report.

Cost for the report is \$1. Send your request and buck to Ext. Publications, 206 Whitten Hall, U. of Mo., Columbia, Mo. 65211.

("Inside..." wrote Del for a copy but forgot to enclose the dollar. Don't you do the same.)

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COSDA NEWS ARRIVES

From COSDA (Communication Officers of State Departments of Agriculture) comes a copy of "Courier," edited by the Mass. Dept. of Food and Ag. Lead article plugs the annual COSDA meeting May 20-22 in Kalamazoo....Margaret McCall, COSDA prexy from Mich. does the honors.

Two other meetings were announced in "Courier"...the annual workshop of the Southern Association of Information Officers of State Depts of Ag--Aug. 5-7 at Lake Buena Vista, Fla.; and the Northeast group conference July 8-10 in New York State.

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HOPE YOU DID BETTER

Well, how good an editor are you?

Here are the 10 publications we listed last week so you could test yourself on how they placed in actual public demand. These were the ratings from among 135 publications offered this spring by the Consumer Information Center (CIC):

| | | | |
|---|------------------------------|-----|-------------------------|
| 1 | Growing Your Own Vegetables | 97 | Cancer: What to Know... |
| 2 | Occupations in Demand | 107 | Soft Contact Lenses |
| 3 | Can I get Free or Cheap Land | 118 | Tranquilizers |
| 4 | Gasoline: More Miles/Gallon | 121 | Smoke Detectors |
| 5 | Parenting Guide | 128 | Hair Dyes |

If you rated them correctly, in order, from 1-10 call Claude Gifford, (202) 447-8005 and you'll get a "Presidential" certificate. We will accept your honesty in your claims.

If you picked the top five and bottom five, even though you didn't have them in the proper order, we'll print your name--if you'll let us know. Again, call Giff and give him your name.

If you put three or more of the bottom five among the top five, also call Giff to let him know. And...again, we'll accept your honesty. Whether or not we print your name will depend on how many of you there are. ("Inside..." got the first publication but really screwed up on the others.)

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ED A NEW VEEP

Ed Poe, GPA publications, recently was elected vice president of the Northern Virginia Family Service...a part of the old United Way organization. Ed carries on the tradition of the Division in holding offices in that outfit...Nelson Fitton and Harry Mileham (now retired) were former presidents.

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AND WHAT A WINTER
TO MISS

An interesting note from Indonesia the other day from Bill Ward, Cornell retiree, points out that Hadley Read, Ill. U. retiree, also has been in Indonesia this winter. In fact, the two live just down the street from each other.

Bill has been working on a new journal and Hadley has been working on a training program. Hadley and spouse probably are enroute home by now...Bill and his are to return via mainland China. Rough duty, eh?

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TO ALASKA, ANYONE?

If fishing is your bag...plus visual information...write or call Sam Shaffer, Forest Service reg. inf officer at Juneau, Alaska. He's hunting a GS-9 to plan visual materials for publications, exhibits, speaking engagements and video productions. Three years' general experience and a couple of specialized experience required...plus competitive status.

Sam's search ends May 14, so hurry. He's at (907) 586-7503 or P.O. Box 1628, Juneau 99802. (Well, we suspect the fishing is good up thataway but fishing really isn't a requirement.)

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MORE ON REGIONAL PLAN

Discussions are proceeding about the USDA regional offices. As reported last week, the task force recommends transferring the present AMS administered multi-agency regional inf offices to GPA with invited participation by other agencies.

GPA will add five positions to the operation...assuming there is Congressional support. A major objective is to provide one media contact point in five regions. Another is to allow coordination of inf activities...with some consolidation, especially in staff use, funding, equipment and facilities.

The task force feels that such a plan would permit a continuation of inf services without disrupting present units and would allow present relations to continue among agency field inf offices and agency program people. Another advantage is that the plan provides an organizational foundation for the future, especially through the annual agreements between GPA and agencies of the Dept. The task force also believes the approach recognizes different agency missions and takes advantage of agency field experience already at hand.

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.AND ON FUNCTIONS

On the functions of the offices: They'd serve as a point of distribution for press-radio-TV releases; produce, process, and distribute publications for participating agencies; provide limited AV services for participating agencies; serve as the regional inf staff for participating agencies; coordinate activities with outside groups...such as consumer organizations, farm groups, trade associations, and state and local agencies and institutions in developing information programs on ag issues of regional impact, particularly as they apply to agencies participating.

The shops also will serve as a focal point regionally for the Office of the Secretary on inf matters and the regional center for GPA policy delegations, coordinating all agency regional inf activities as they pertain to USDA national inf goals and objectives. And, the offices will coordinate news, AV, and publishing through policy reviews with other agency inf staffs in the regions.

The five new positions will be supervisory, career inf manager-types and will be advertised for competitive applications sometime this summer...again, assuming Congressional support. Task force recommendation is for the plan to begin Oct. 1, 1979.

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INF SHARING IN TEXAS

With tornadoes touching down the same week in Arkansas, Oklahoma, and Texas, the FNS regional inf staff in Dallas was hard pressed. A welcome bit of help came from Terry Stark, who recently joined the AMS administered regional shop in Dallas. He helped FNS with problems around Wichita Falls.

Harold Bryson, who made the loan of Terry's time, says the transfer is an example of how sharing of inf people can be helpful in times of emergencies...one of the advantages we all hope will come from the USDA regional offices eventually.

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SALT AND AGRICULTURE

Larry Marton, GPA's international honcho, tells us that some special materials are being prepared with FAS (Foreign Agricultural Service) about the way the pending SALT (Strategic Arms Limitation Talks) may affect agriculture. In effect, completion of the treaty means improved prospects for increases sales of U.S. farm products to the Soviet Union and her allies. If the treaty fails, there could be a decrease in sales.

You may get involved with some of the methods used to inform the agricultural community on the importance of the SALT treaty... a series of telephone contacts with ag leaders around the country and briefings that are being arranged on the subject.

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ANYONE FOR MORE
MEETINGS?

If one had the time and money, it would be possible to spend almost full time going to communication meetings. For instance, consider these:

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May 17-18--Basic Layout and Pasteup Techniques...a commercial wkshp sponsored by Dynamic Graphics, Inc. at Seattle Airport Hilton Hotel. Fee, \$265. For details contact Dynamic Graphics, Inc., 6707 N. Sheridan Rd., Peoria, Ill. 61614. (And there are others throughout the summer.)

PROCUREMENT SECTION
CURN TO CIVIL RECORDS

May 17-18--Douglis Visual Wkshp, Exec. House Hotel in Washington, D.C. Fee, \$175. For details, contact Douglis Visual Wkshps, 212 S. Chester Rd., Swarthmore, Pa. 19081. (More of these are held through the summer too. Yes, Douglis is the correct spelling, we're told.)

May 28-June 2--Educational Film Library Assoc. 21st Annual American Film Festival at New York Americana Hotel in the Big Apple. For details, contact: EFLA, 43 W. 61st St., New York 10023.

June 2-7--American Newspaper Publishers Assoc. Annual Research Institute Production Conference, Las Vegas, Nev. For details contact ANPA, P.O. Box 17407, Dulles International Airport, Washington, D.C. 20041. And while you're at it, write the International Federation of Newspaper Publishers, same address, for details of their 32nd Congress, also in Las Vegas, June 4-8.

June 5-9--American Women in Radio and Television 28th Annual Convention, Hilton Hotel, Atlanta, Ga. For details, contact G. E. Mutnik, Convention Director, AWRT, 1321 Conn. Ave., NW, Washington, D.C. 20036.

There goes a month, shot to whatever!